

1 of 11

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

$$SC = *$$

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|--------|-------|--|-----|----------|----------------------------|------------|------------|-------------|------------|---------|
| | 1 | M-F | 5A-6A | NEWS Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 42 561] | :30 | \$325.00 | 09/17-09/28 | 0 | 0 | 0 | \$0.00 | |
| | 42 | W-F | 5A-6A | NEWS Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #1: 9/17(5/WK)] | :30 | \$325.00 | 09/19-09/21 | 5 | 1 | 5 | \$1,625.00 | |
| | 56 | M,TH-F | 5A-6A | NEWS Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #1: 9/24(5/WK)] | :30 | \$325.00 | 09/24-09/28 | 5 | 1 | 5 | \$1,625.00 | |
| | 2 | M-F | 5A-6A | NEWS Buyline Comment: NEWS | :30 | \$450.00 | 10/01-10/05 10/08-10/19 | 3 1 | 1 2 | 3 2 | \$2,250.00 | |
| | 3 | M-F | 6A-7A | NEWS Buyline Comment: NEWS | :30 | \$700.00 | 10/01-10/05 10/08-10/19 | 4 1 | 1 2 | 4 2 | \$4,200.00 | |
| | 4 | M-F | 6A-7A | NEWS Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 43 571] | :30 | \$650.00 | 09/17-09/28 | 0 | 0 | 0 | \$0.00 | |
| | 43 | W-F | 6A-7A | NEWS Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #4: 9/17(10/WK)] | :30 | \$650.00 | 09/19-09/21 | 10 | 1 | 10 | \$6,500.00 | |

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|------------|---------|------|---|------|---|--------|-----------|----------------|--------|----------------|---------------------|---------|
| Rep Order# | 6832443 | Ver# | 9 | Mod# | 4 | Status | Confirmed | Traffic Order# | 104398 | Printed: | 10/02/2012 7:54 PM | 3 of 11 |
| EC'd | Yes | | | | | | | | | Last Received: | 10/02/2012 10:08 AM | |

Showing Buylines: All Lines

Printed: 10/02/2012 7:54 PM
10/02/2012 10:08 AM
Lines

3 of 11

| | | | | | |
|------------|---------------------------|------------------|--|--------------------|------------------|
| Station | KSNV-TV LAS VEGAS, NV | Agency | () JAMESTOWN ASSOC 5 MAPLETON ROAD, S#300 PRINCETON, NJ 08540 | Rep Firm | () PHILADELPHIA |
| Advertiser | () REP. JEWISH COALITION | | | Sales Office | () AMY MCCREARY |
| Product | REP JEWISH COALITION | | | Salesperson | |
| Estimate# | | Agency C/P1/P2/E | | | |
| Buyer | LAURA LANCASTER | Flight Dates | 09/17/2012 - 10/21/2012 | Salesperson Phone# | 215-568-6540 |
| Phone# | | Hiatus Weeks | | Salesperson FAX# | 215-568-1845 |

| LT | Day | Program | Len | Rate | Dates | Spots/Week | # of Total Weats | Total Cost | Daypart |
|----|-----|---------|-----|------|-------|------------|------------------------|------------|---------|
|----|-----|---------|-----|------|-------|------------|------------------------|------------|---------|

| | | | | | | | | | |
|----|--------|--------|-----|----------|-------------|---|---|---|------------|
| 59 | M,TH-F | 9A-10A | :30 | \$350.00 | 09/24-09/28 | 5 | 1 | 5 | \$1,750.00 |
|----|--------|--------|-----|----------|-------------|---|---|---|------------|

Buyline Comment: TODAY II
[MKGD FOR SPOTS MISSED ON LN #8: 9/24(5/WK)]

| | | | | | | | | | |
|---|-----|---------|-----|----------|-------------|---|---|---|------------|
| 9 | M-F | 11A-12P | :30 | \$325.00 | 09/17-09/28 | 0 | 2 | 0 | \$1,625.00 |
|---|-----|---------|-----|----------|-------------|---|---|---|------------|

Buyline Comment: RR
[MADE-GOOD BY LINE(S) 46 60]

| | | | | | | | | | |
|----|-----|---------|-----|----------|-------------|---|---|---|------------|
| 46 | W-F | 11A-12P | :30 | \$325.00 | 09/19-09/21 | 5 | 1 | 5 | \$1,625.00 |
|----|-----|---------|-----|----------|-------------|---|---|---|------------|

Buyline Comment: RR
[MKGD FOR SPOTS MISSED ON LN #9: 9/17(5/WK)]

| | | | | | | | | | |
|----|--------|---------|-----|----------|-------------|---|---|---|------------|
| 60 | M,TH-F | 11A-12P | :30 | \$325.00 | 09/24-09/28 | 5 | 1 | 5 | \$1,625.00 |
|----|--------|---------|-----|----------|-------------|---|---|---|------------|

Buyline Comment: RR
[MKGD FOR SPOTS MISSED ON LN #9: 9/25(5/WK)]

| | | | | | | | | | |
|----|-----|-----------|-----|----------|-------------|---|---|---|------------|
| 10 | M-F | 12P-1230P | :30 | \$425.00 | 09/17-09/28 | 0 | 2 | 0 | \$1,275.00 |
|----|-----|-----------|-----|----------|-------------|---|---|---|------------|

Buyline Comment: NEWS
[MADE-GOOD BY LINE(S) 47 61]

| | | | | | | | | | |
|----|-----|-----------|-----|----------|-------------|---|---|---|------------|
| 47 | W-F | 12P-1230P | :30 | \$425.00 | 09/19-09/21 | 5 | 1 | 5 | \$2,125.00 |
|----|-----|-----------|-----|----------|-------------|---|---|---|------------|

Buyline Comment: NEWS
[MKGD FOR SPOTS MISSED ON LN #10: 9/17(5/WK)]

| | | | | | | | | | |
|----|--------|-----------|-----|----------|-------------|---|---|---|------------|
| 61 | M,TH-F | 12P-1230P | :30 | \$425.00 | 09/24-09/28 | 5 | 1 | 5 | \$2,125.00 |
|----|--------|-----------|-----|----------|-------------|---|---|---|------------|

Buyline Comment: NEWS
[MKGD FOR SPOTS MISSED ON LN #10: 9/24(5/WK)]

4 of 11

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Business

Rep Firm
Sales Office (PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Rep Firm
Sales Office (PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

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6 of 11

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|--------------------|----------------|
| Rep Firm | |
| Sales Office (|) PHILADELPHIA |
| Salesperson (|) AMY MCCREARY |
| Salesperson Phone# | 215-568-6540 |
| Salesperson FAX# | 215-568-1845 |

\$0.00

7 of 11

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|--------------------|----------------|
| Rep Firm | |
| Sales Office (|) PHILADELPHIA |
| Salesperson (|) AMY MCCREARY |
| Salesperson Phone# | 215-568-6540 |
| Salesperson FAX# | 215-568-1845 |

| Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|------|-------------------|------------|------------|-------------|------------|-----------|
| 15 | 1000 | 12/18/00-12/22/00 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 12/25/00-12/29/00 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 12/30/00-1/3/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 1/6/01-1/10/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 1/13/01-1/17/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 1/20/01-1/24/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 1/27/01-1/31/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 2/3/01-2/7/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 2/10/01-2/14/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 2/17/01-2/21/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 2/24/01-2/28/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 2/29/01-3/5/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 3/6/01-3/12/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 3/13/01-3/19/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 3/20/01-3/26/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 3/27/01-4/2/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 4/3/01-4/9/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 4/10/01-4/16/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 4/17/01-4/23/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 4/24/01-4/30/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 5/1/01-5/7/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 5/8/01-5/14/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 5/15/01-5/21/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 5/22/01-5/28/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 5/29/01-6/4/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 6/5/01-6/11/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 6/12/01-6/18/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 6/19/01-6/25/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 6/26/01-7/2/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 7/3/01-7/9/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 7/10/01-7/16/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 7/17/01-7/23/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 7/24/01-7/30/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 7/31/01-8/6/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 8/7/01-8/13/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 8/14/01-8/20/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 8/21/01-8/27/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 8/28/01-9/3/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 9/4/01-9/10/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 9/11/01-9/17/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 9/18/01-9/24/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 9/25/01-10/1/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 10/2/01-10/8/01 | 1 | 1 | 1 | 1000 | 1500-1530 |
| 15 | 1000 | 10/9/01-10/15/01 | 1 | 1 | 1 | 1000 | |

| | | | | | | |
|----|------------|-------------|---|---|---|------------|
| 30 | \$1,000.00 | 09/19-09/21 | 5 | 1 | 5 | \$5,000.00 |
|----|------------|-------------|---|---|---|------------|

| | | | | | | |
|----|------------|-------------|---|---|---|------------|
| 30 | \$1,000.00 | 09/24-09/28 | 5 | 1 | 5 | \$5,000.00 |
|----|------------|-------------|---|---|---|------------|

| | | | | | |
|------|------------|-------------|---|---|--------|
| : 30 | \$1,100.00 | 09/17-09/28 | 0 | 0 | \$0.00 |
|------|------------|-------------|---|---|--------|

| | | | | | |
|------------|-------------|---|---|---|------------|
| \$1,100.00 | 09/19-09/21 | 4 | 1 | 4 | \$4,400.00 |
| :30 | | | | | |

| | | | | | | |
|-----|------------|-------------|---|---|---|------------|
| :30 | \$1,160.00 | 09/24-09/28 | 4 | 1 | 4 | \$4,400.00 |
|-----|------------|-------------|---|---|---|------------|

| | | | | | |
|------------|-------------|---|---|---|------------|
| \$1,200.00 | 10/01-10/05 | 2 | 1 | 2 | \$2,400.00 |
| : | 10/08-10/19 | 0 | 2 | 0 | |
| : 30 | | | | | |

| | | | | | | |
|------|----------|-------------|---|---|---|----------|
| : 30 | \$350.00 | 09/22-09/22 | 2 | 1 | 2 | \$700.00 |
| | | 09/29-10/20 | 0 | 4 | 0 | |

| | | | | |
|-------------|---|---|---|------------|
| 09/22-09/22 | 2 | 1 | 2 | \$1,250.00 |
| 09/29-10/20 | 0 | 4 | 0 | |
| | | | | \$625.00 |
| | | | | :30 |

Buyline Comment: SAT TODAY
[MADE-GOOD BY LINE(S) 71]

Printed: 10/02/2012 7:54 PM
10/02/2012 10:08 AM

Rep Firm) PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

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| | | |
|----|----------|-------------|
| 30 | \$625.00 | 09/23-09/23 |
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26 SA 9A-930A

27 SA 11P-1135P

Buyline Comment: NEWS

28 SU 11P-1135P

Buyline Comment: NEWS

29 SU 9A-930A

Buyline Comment: NEWS

30 SU 6A-7A
Byline Comment: NEWS

| 31 | SU | 6A-7A | Buyline Comment: NEWS |
|----|----|-------|-----------------------|
|----|----|-------|-----------------------|

| | | | |
|----|----|-------|----------------------------|
| 32 | SU | 7A-8A | Buyline Comment: SUN TODAY |
|----|----|-------|----------------------------|

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () REP. JEWISH COALITI
 Product REP JEWISH COALITION
 Estimate#
 Buyer LAURA LANCASTER
 Phone#
 Fax#

Agency () JAMESTOWN ASSOC
 5 MAPLETON ROAD, S#300
 PRINCETON, NJ 08540
 Agency C/P1/P2/E
 Flight Dates 09/17/2012 - 10/21/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|-----------|--|-----|------------|----------------------------|------------|------------|-------------|------------|---------|
| | 33 | SU | 7A-8A | Buyline Comment: SUN TODAY | :30 | \$625.00 | 09/23-09/30 | 2 | 2 | 4 | \$2,500.00 | |
| | 34 | SU | 930A-10A | Buyline Comment: CM | :30 | \$500.00 | 09/23-09/23 09/30-09/30 | 1 0 | 1 1 | 1 0 | \$500.00 | |
| | 70 | SU | 9A-930A | Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 70] [MKGD FOR SPOTS MISSED ON LN #34: 9/30 (1/WK)] | :30 | \$500.00 | 09/30-09/30 | 0 | 0 | 0 | \$0.00 | |
| | 35 | SU | 930A-10A | Buyline Comment: CM | :30 | \$600.00 | 10/07-10/14 10/21-10/21 | 0 1 | 2 1 | 0 1 | \$600.00 | |
| | 36 | SU | 830P-930P | Buyline Comment: NEWS AFT SNF | :30 | \$1,800.00 | 10/07-10/14 10/21-10/21 | 0 1 | 2 1 | 0 1 | \$1,800.00 | |
| | 37 | SU | 830P-930P | Buyline Comment: NEWS AFT SNF | :30 | \$1,600.00 | 09/23-09/30 | 1 | 2 | 2 | \$3,200.00 | |
| | 38 | SA | 5P-630P | Buyline Comment: NEWS | :30 | \$650.00 | 09/22-09/22 09/23-09/23 | 0 1 | 1 1 | 0 1 | \$650.00 | |
| | 72 | SA | 8P-9P | Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 72] [MKGD FOR SPOTS MISSED ON LN #38: 9/22 (1/WK)] | :30 | \$650.00 | 09/22-09/22 | 1 | 1 | 1 | \$650.00 | |

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed Traffic Order# 104398 Printed: 10/02/2012 7:54 PM
 EC'd Yes Last Received: 10/02/2012 10:08 AM
 Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () REP. JEWISH COALITI
 Product REP JEWISH COALITION
 Estimate#
 Buyer LAURA LANCASTER
 Phone#
 Fax#
 Agency () JAMESTOWN ASSOC
 5 MAPLETON ROAD, S#300
 PRINCETON, NJ 08540
 Agency C/P1/P2/E 09/17/2012 - 10/21/2012
 Flight Dates
 Hiatus Weeks
 Rep Firm () PHILADELPHIA
 Sales Office () AMY MCCREARY
 Salesperson ()
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|--|---------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 39 | SA | 5P-630P | NEWS | :30 | \$675.00 | 10/06-10/20 | 0 | 0 | 0 | \$0.00 | |
| | | | Buyline Comment: NEWS | | | | | | | | | |
| | | | [MADE-GOOD BY LINE(S) 75] | | | | | | | | | |
| | 75 | SA | 8P-930P | NEWS | :30 | \$675.00 | 10/06-10/06 | 1 | 1 | 1 | \$675.00 | |
| | | | Buyline Comment: NEWS | | | | | | | | | |
| | | | [MKGD FOR SPOTS MISSED ON LN #39: 10/06(1/WK)] | | | | | | | | | |
| | 40 | SA | 630P-730P | | :30 | \$525.00 | 10/06-10/20 | 0 | 0 | 0 | \$0.00 | |
| | | | Buyline Comment: WH/JEP | | | | | | | | | |
| | | | [MADE-GOOD BY LINE(S) 76] | | | | | | | | | |
| | 76 | SA | 9P-10P | | :30 | \$525.00 | 10/06-10/06 | 1 | 1 | 1 | \$525.00 | |
| | | | Buyline Comment: WH/JEP | | | | | | | | | |
| | | | [MKGD FOR SPOTS MISSED ON LN #40: 10/06(1/WK)] | | | | | | | | | |
| | 41 | SA | 630P-730P | | :30 | \$500.00 | 09/22-09/22 | 0 | 1 | 1 | \$500.00 | |
| | | | Buyline Comment: WH/JEP | | | | | | | | | |
| | | | [MADE-GOOD BY LINE(S) 73] | | | | | | | | | |
| | 73 | SA | 9P-10P | | :30 | \$500.00 | 09/22-09/22 | 1 | 1 | 1 | \$500.00 | |
| | | | Buyline Comment: WH/JEP | | | | | | | | | |
| | | | [MKGD FOR SPOTS MISSED ON LN #41: 9/22(1/WK)] | | | | | | | | | |
| | 74 | M-SU | 11P-1135P | | :30 | \$1,100.00 | 09/17-09/30 | 1 | 2 | 2 | \$2,200.00 | |
| | | | Buyline Comment: NEWS | | | | | | | | | |

---REPORT TOTALS---
 Report Totals: 252 / \$163,775.00
 ---SALES MONTHLY TOTALS---

Station KSNV-TV LAS VEGAS, NV. **Agency** () JAMESTOWN ASSOC
Advertiser () REP. JEWISH COALITI **5 MAPLETON ROAD, S#300**
Product REP JEWISH COALITION **PRINCETON, NJ 08540**
Estimate# **Agency C/P1/P2/E** 09/17/2012 - 10/21/2012
Buyer LAURA LANCASTER **Flight Dates**
Phone# **Hiatus Weeks**

Sep 12: 187 / \$117,650.00 **Oct 12:** 65 / \$46,125.00
Sales Totals: 252 / \$163,775.00
Station Totals: 252 / \$163,775.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|----------|---------|---------|----------|----------|
| Market Totals | \$629,904 | CATV 0% | KBIR 0% | KINC 0% | KLAS 29% | KSNV 26% |
| | | KTNV 20% | KTUD 1% | KVCW 2% | KVMY 6% | KVVU 16% |
| | | XXXX 0% | | | | |

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE

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